

The Employer Brand as Perceived by Salespeople: A Study Based on Glassdoor Reviews

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Abstract : Employers desire a favorable brand as an employer. This research considers whether motivation theory is applied to identify universally desirable employer brand elements. Based on data from a website where employees give their opinion about their employer (N=200), this research examines what salespeople found positive and negative about their job. Results show that traditional motivators like opportunities of advancement, and 'hygiene' factors such as benefits and work conditions are a source of satisfaction for salespeople. We also found differences by sectors. Implications are related to sales force recruitment and management.

Keywords : employer brand, motivation, qualitative study, salespeople

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